

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently amended) A method of enabling redemption of a coupon, the coupon being printed on a surface associated with a product item and including machine-readable coded data, the method comprising the steps of:

providing a product item having an associated surface, the surface having disposed thereon machine-readable coded data tags encoding a unique identity of the product item and respective positions of the coded data tags on the surface;

sensing, using a sensing device, the at least one machine-readable coded data tag to generate interaction data, the coded data comprising identity data for uniquely identifying the product item;

identifying the unique identity of the product item from the interaction data;

determining that the position of the sensed coded data tag is within a predefined field on the surface, and upon the determining step being in the affirmative, the method comprising the further steps of:

verifying whether the product item was legitimately purchased by accessing a database containing purchase data for respective product items;

transmitting information identifying the product item to an ecoupon administrator server;

verifying by the administrator server whether the product item was legitimately purchased;

printing the coupon, the coupon having coded data indicative of a serial number of the coupon;

sensing the coded data on the coupon;

sending the serial number of the coupon to the administration server; and

receiving, from the ecoupon administrator server, redemption information indicating redemption of the coupon.

2. (Previously presented) The method of claim 1, further including the step of:
transmitting an electronic message to a telecommunication address, the electronic message indicating the redemption.

3-9. (Cancelled)

10. (Currently amended) The method of claim 1, wherein the coded data further comprises position data identifying a position of the sensing device relative to the coupon and the interaction data includes further information in the form of a digital representation of writing or drawing on the coupon surface by a user using the sensing device, the method further including the step of transmitting the further information to the coupon-administrator server.

11. (Cancelled)

12. (Currently amended) The method of claim 1, ~~the coded data further comprises position data identifying a position of the sensing device relative to the coupon and~~ the method further includes the step of generating movement data representing movement of the sensing device relative to the coupon surface using at least some of the coded data tags.

13-28. (Cancelled)

29. (Currently amended) The method according to claim 1, the coupon surface further including a competition entry form, ~~the coded data further comprises position data identifying a position of the sensing device relative to the coupon,~~ and the interaction data includes data representing interaction of the sensing device with coded data tags on the competition entry form, the method further comprising the steps of:

capturing the interaction data representing interaction of the sensing device with the coded data tags on the competition entry form; and

transmitting the captured data to ~~a-competition~~the administrator server.

30-38. (Cancelled)